

IN THE CLAIMS

The following listing will replace all prior versions and listings of claims in the application.

1-33. Cancelled

34. (Currently amended) A method of processing a promotion from a first party, the first party having a first system, the method comprising:

offering, by a second system of a second party, an item for sale online at a sales price amount;

providing a portal containing a plurality of promotions wherein a buyer can search for a promotion from the first party associated with the item for sale, wherein the portal is provided after the offering by a second system of a second party of the item for sale online at the sales price, the promotion having a promotion amount;

receiving, by the second system an online purchase request from the buyer for the item for sale;

responding, by the second system, to the online purchase request by collecting from the buyer a purchase amount corresponding to the sales price amount less the promotion amount; and

electronically communicating, by the second system to the first system, an indication regarding the collection from the buyer of the purchase amount.

35. (Currently amended) A method of processing a promotion from a first party, the first party having a first system, the method comprising:

offering, by a second system of a second party, an item for sale online at a sales price amount, the item for sale having associated with it, by the second system of a second party, a promotion from the first party, the promotion having a promotion amount;

receiving, by the second system, an online purchase request from a buyer for the item for sale;

responding, by the second system, to the online purchase request by collecting from the buyer a purchase amount corresponding to the sales price amount less the promotion amount; and

causing, by the second system, shipment by the second party of the item for sale to the customer.

36. (Currently amended) A method of processing a promotion for a first party, the first party having a first system, the method comprising:

offering, by a second system of a second party, an item for sale online, wherein the item has been acquired by the second party from the first party, the item for sale having associated with it a promotion from the first party, the promotion having a promotion amount;

receiving, by the second system, an online purchase request from a buyer for the item for sale;

responding, by the second system, to the online purchase request by collecting from the buyer a purchase amount corresponding to a sales price amount less the promotion amount; and

collecting, by the second system, a service transaction fee associated with the online purchase request.

37. (Currently amended) The method of claim 36 wherein the service transaction fee is collected from the buyer.

38. (Currently amended) The method of claim 37 wherein a first amount is defined by the sales price less the promotion amount, and the purchase amount collected from the buyer equals the first amount plus the service fee the transaction fee is collected from the buyer by charging an amount more than the sales price less the promotional amount.

39. (Currently amended) The method of claim 36 wherein the service transaction fee is collected from the first party.